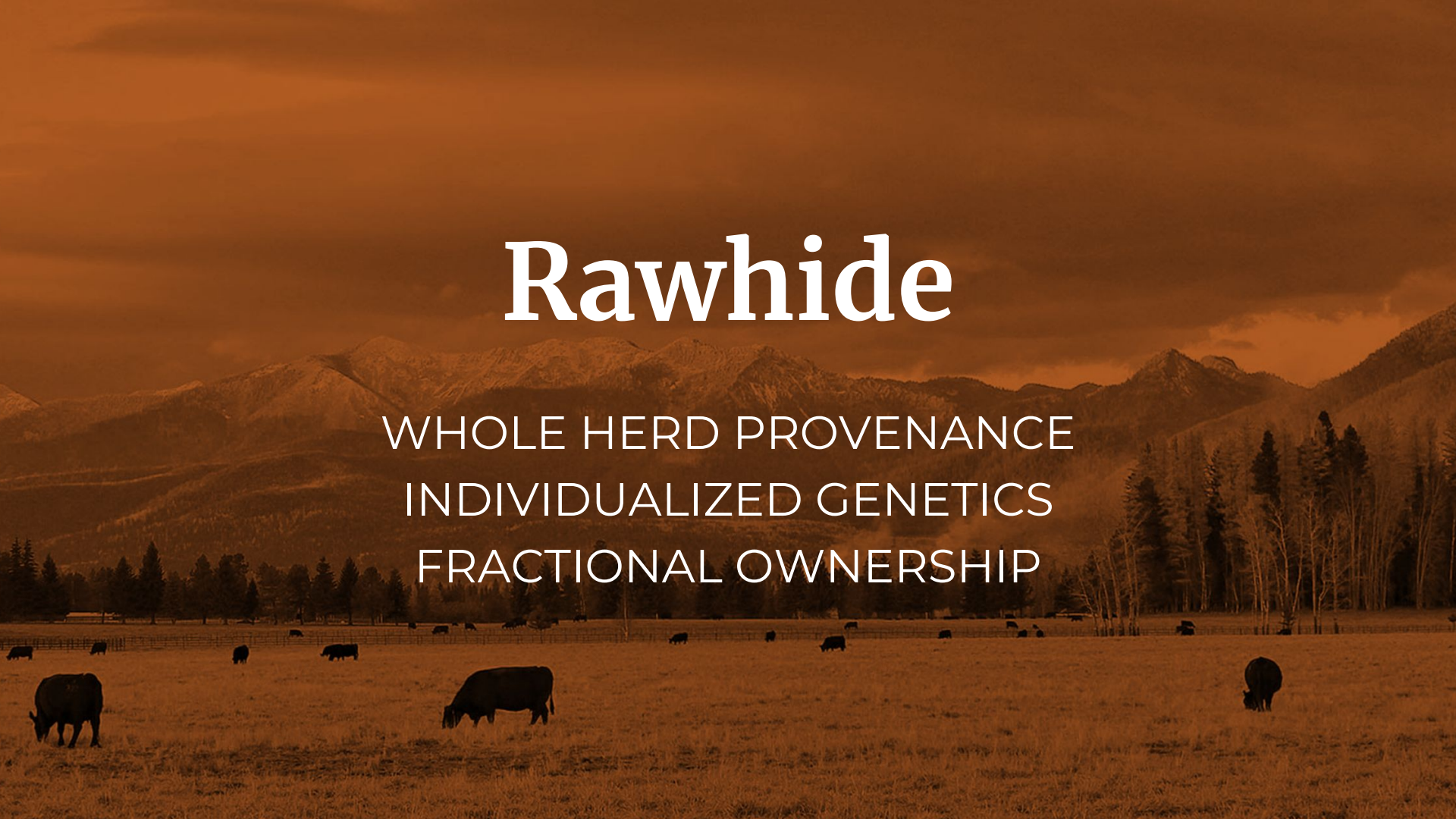

Rawhide
WHOLE HERD PROVENANCE
INDIVIDUALIZED GENETICS
FRACTIONAL OWNERSHIP

Danielle Peterson

Bozeman, MT

5th Generation Cattle Rancher

Masters in Animal Science

Large Scale Ranching Experience

Lacey Shrum

Dallas, TX

Montana Native

Family Background in Ranching

Attorney

Jared Bass

Dallas, TX

IoT & Blockchain

Blockchain System Architect

Cody Marx Bailey

King Ranch, TX

27 Years Programming XP

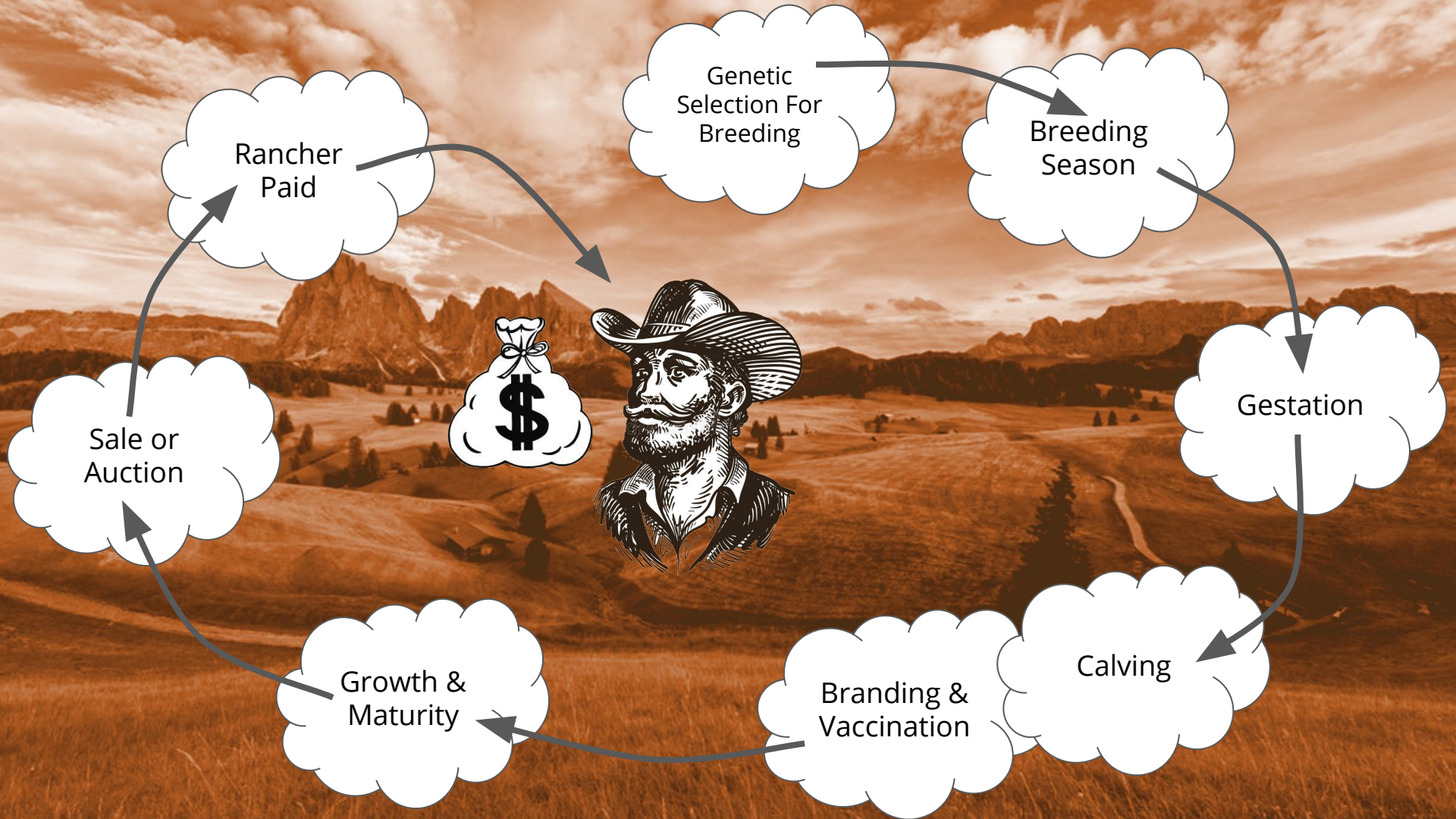
ERC-721 Standard Co-Author

Michael Lewellen

Dallas, TX

Lead Programmer

Smart Contract Auditing


Genetic Selection For Breeding
Breeding Season
Gestation
Calving
Branding & Vaccination
Growth & Maturity
Sale or Auction
Rancher Paid

Problems Faced By Ranchers

- Inefficiencies, errors and intermediaries in the transfer of ownership
  - Brand inspectors
  - Lack of transparency
- Ranchers do not have control of cash flow or risks
  - Get one check per year, limited access to additional capital
  - Product is subject to weather, sickness, market manipulation

Tokenization of Individual Calves

Calf & DNA Sig → ERC-721 Token → ERC-20 Shares → Wyoming Series LLC

Each individual calf and it's DNA signature is represented in a ERC-721 token

Each ERC-721 is owned by a ERC-20 Contract

Each ERC-20 Contract Represents Shares in a Wyoming Series LLC

Benefits to Rancher

Increased Margins

Financial & Risk Control

New Business Models

Granular transfer of ranch assets to upcoming generations

New Investor Market

Direct investment into individual cattle

Genetic arbitrage

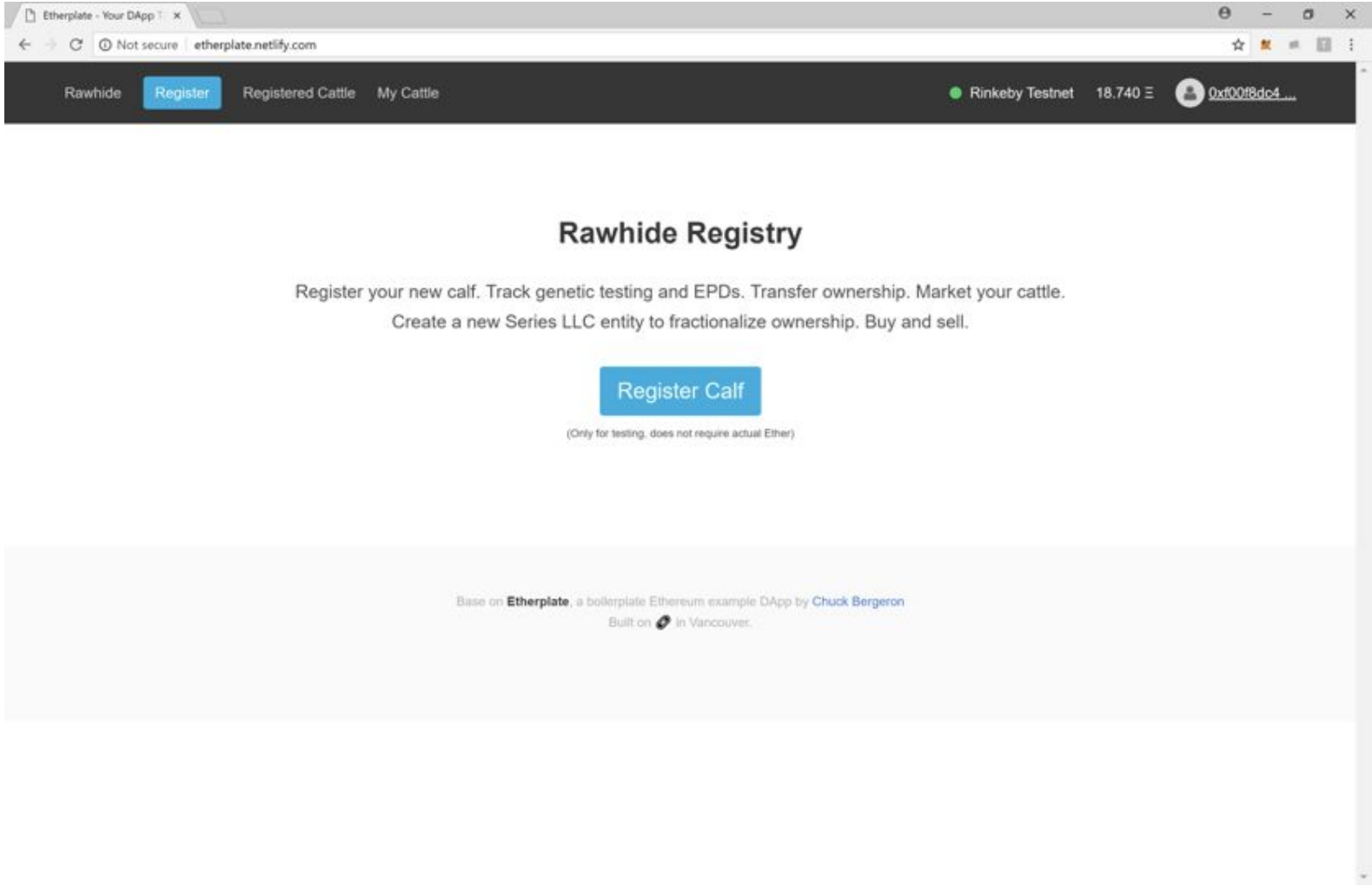
Ability to contract with ranchers to breed

Big Data, Big DNA Analytics

Long Term

- Token curated registry for auction
- Registry business model will need to adjust
- Maintain privacy of cattle and EPDs (Expected Progeny Differences)
- Precision of data (grazing, activity levels, weather) gives actionable information
- Tokenization is first step in a complete supply chain providence solution
- Potential for data monetization for research

Rawhide
Thank You
https://rawhide.io


Etherplate - Your DApp
Not secure
etherplate.netlify.com
Rawhide
Register
Registered Cattle
My Cattle
Rinkeby Testnet
18.740 Ξ
0xf00f8dc4...
Rawhide Registry
Register your new calf. Track genetic testing and EPDs. Transfer ownership. Market your cattle.
Create a new Series LLC entity to fractionalize ownership. Buy and sell.
Register Calf
(Only for testing, does not require actual Ether)
Base on Etherplate, a boilerplate Ethereum example DApp by Chuck Bergeron
Built on in Vancouver.

Etherplate - Your DApp

Not secure | etherplate.netlify.com/tokens/new

Rawhide | Register | Registered Cattle | My Cattle | Rinkeby Testnet | 18.740 Ξ | 0xf00f8dc4...

Tattoo

Tattoo number identifier

DOB

YYYYMMDD

Sex

Name

Registered Name

Identifying marks (URL)

url to image of identifying marks

Sire Registration ID

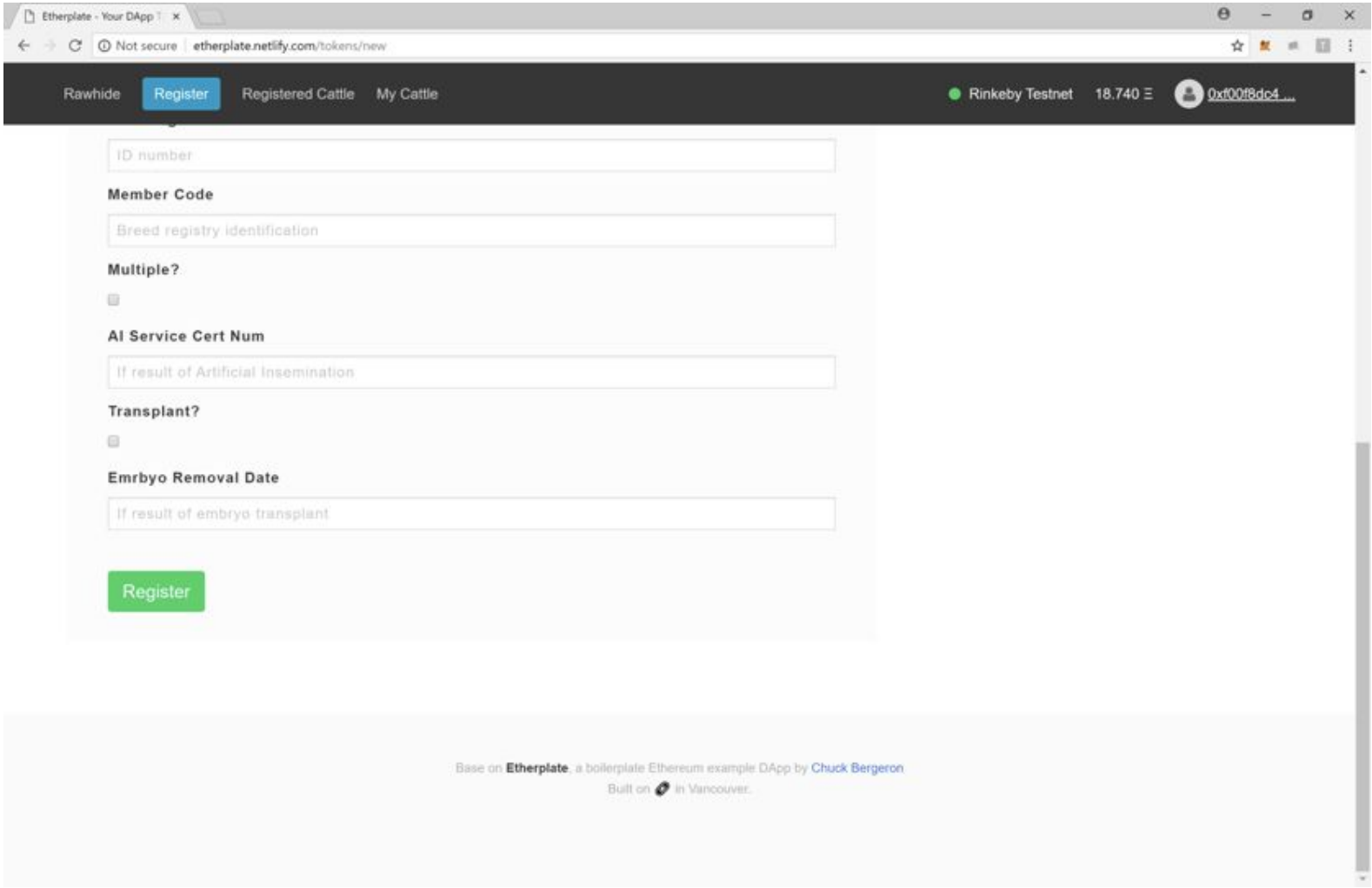
ID number

Dam Registration ID

ID number

Member Code

Breed registry identification


Etherplate - Your DApp
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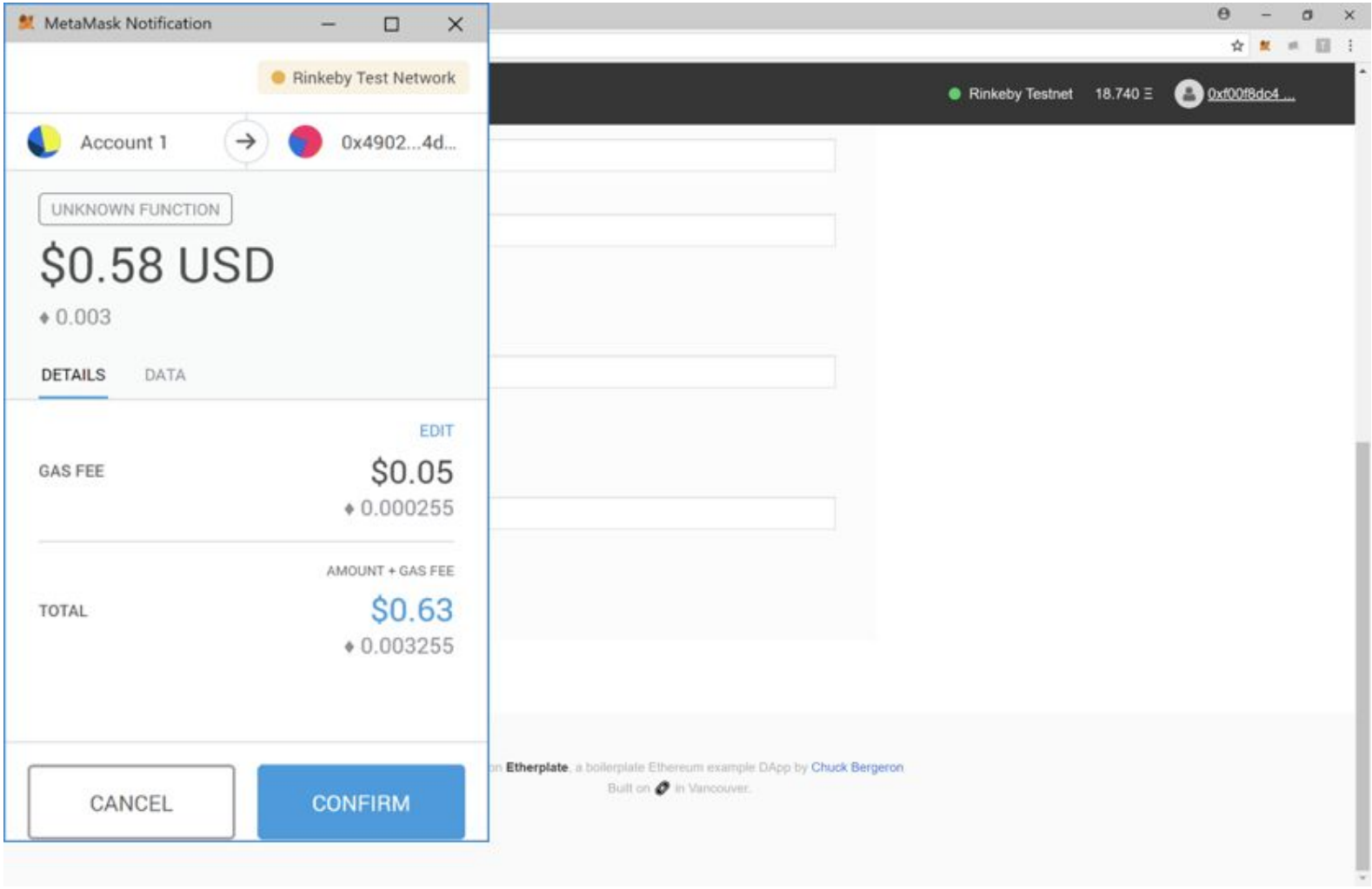
Rawhide
Register
Registered Cattle
My Cattle
Rinkeby Testnet
18.740 Ξ
0xf00f8dc4...
ID number
Member Code
Breed registry identification
Multiple?
AI Service Cert Num
If result of Artificial Insemination
Transplant?
Emrbyo Removal Date
If result of embryo transplant
Register
Base on Etherplate, a boilerplate Ethereum example DApp by Chuck Bergeron
Built on in Vancouver.


MetaMask Notification
Rinkeby Test Network
Account 1
0x4902...4d...
UNKNOWN FUNCTION
$0.58 USD
♦ 0.003
DETAILS
DATA
EDIT
GAS FEE
$0.05
♦ 0.000255
AMOUNT + GAS FEE
TOTAL
$0.63
♦ 0.003255
CANCEL
CONFIRM
Rinkeby Testnet
18.740 Ξ
0xf00f8dc4....
Etherplate, a boilerplate Ethereum example DApp by Chuck Bergeron
Built on in Vancouver.

Etherplate - Your DApp

Not secure | etherplate.netlify.com/tokens/purchased

etherplate | Purchase Token | All Tokens | My Purchase History | Rinkeby Testnet | 18.740 Ξ | 0xf00fBdc4 ...

	Name
	DAO CAO

Base on **Etherplate**, a boilerplate Ethereum example DApp by Chuck Bergeron
Built on in Vancouver.

Success

The transaction has been broadcast.

Rawhide
Thank You
https://rawhide.io